

1.913  
F3Ag 3  
Cap 2  
+ AGENDA FOR STATE CONFERENCES, [1949]

Gertrude L. Warren  
Organization of 4-H Club Work

1. Most significant 4-H developments and achievements - 1947
2. Social and economic trends affecting the 4-H Club program
3. Most perplexing problems

Personnel  
Relationships

4. Plans for ensuing year

Members to be reached  
Leaders to be trained  
County extension agents  
Local volunteer leaders  
New members on State staffs

Other goals to be attained  
Phases to be strengthened  
New developments

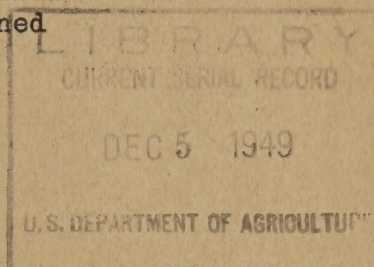
5. Public Relations

Philosophy

Objectives

Plans for action

- 1) Within State Extension Service
  - Educating those recently employed
  - Keeping all up-to-date
- 2) County extension services
- 3) Business circles
  - Service Clubs
  - Banks
  - Direct contacts
- 4) School authorities
  - Normal Schools
- 5) Church
- 6) Farm Organizations
- 7) Libraries
- 8) Newspapers
- Magazines





### Important phases

- 1) Work on a State basis
- 2) Work on a county basis
- 3) Work in local clubs

### Ways of influencing

- 1) Parents
- 2) Neighborhoods
- 3) Press
- 4) Business
- 5) Farm groups
- 6) Business groups
- 7) Church groups
- 8) Educational groups

### Use of materials

- 1) Circular letters
- 2) Newspaper and magazine items
- 3) Posters
- 4) Bulletins
- 5) Window displays
- 6) Gate signs
- 7) Stickers
- 8) Other materials

### Use of special activities

- 1) Broadcasts
- 2) Demonstrations
- 3) Plays, dramatics
- 4) Discussions
- 5) Banquets
- 6) Other events
- 7) Evaluation of effectiveness of work done in making 4-H Club work better understood and reaching more young people and for a longer period of time.

### Relationship with Extension editors

Cooperation as to responsibility with entire 4-H information and public relations program

### Working relationships

Techniques

Problems

- 1) National 4-H Achievement Week
- 2) National 4-H Club Congress
- 3) National 4-H Club Week
- 4) National 4-H Sunday
- 5) National 4-H Club Camp



What can we expect from:

- 1) County agricultural agents
- 2) County home demonstration agents
- 3) Assistant agents
- 4) Local volunteer leaders
- 5) Training involved

Means of informing agents:

- 1) Circular letters
- 2) Monthly news sheets
- 3) Conferences at college
- 4) Visits to counties
- 5) 4-H events
- 6) 4-H motion pictures
- 7) Special courses

Means of informing local leaders

- 1) Circular letters
- 2) News sheets
- 3) Training conferences
- 4) Visits
- 5) 4-H events
- 6) 4-H motion picture
- 7) 4-H broadcasts

6. Adequacy of personnel

State  
County

7. 4-H Studies

8. 4-H Homemaking Programs

Criteria  
Plans for improvement  
Materials

9. 4-H Agricultural Program

Suggested criteria  
Circulars  
Other materials

10. Human interest stories

11. Demonstration team work



12. Judging work

Club  
County  
State

13. Use of awards

Educational aspects  
Techniques  
Circulars

14. Ways of improving National 4-H Club Camp

Objectives  
Activities

- 1) Place of speakers
- 2) Place of discussions
- 3) Place of tours
- 4) Place of singing
- 5) Place of recreation

New features

15. Television and 4-H Club work

Possibilities

16. Of Special Note:

"The Green Promise"  
The County Agent picture in "Country Gentleman"  
National Geographic Story  
National Youth Month  
United Nations Day  
4-H Achievement Manual  
4-H Theme

17. 4-H Relief programs

18. 4-H Youth Exchange

19. Relationships with other youth organizations

20. What of the 1950-1960 decade?

1954

"Forty Years of Extension Work"